

What is claimed is:

1. A method of scheduling and paying for comprising:  
booking a advertising segment with an advertising  
agency, said booking comprising determining time, network,  
pricing and commission parameters for said advertising  
segment;

establishing an account with a clearinghouse, said  
clearinghouse determining if the commercial actually aired  
at the specified time by automatically detecting a code on  
the commercial and verifying security of said code; and

said clearinghouse automatically authorizing payment  
if said commercial played at the specified time and  
automatically authorizing an error resolution procedure if  
the commercial played at other than the specified time.

2. A method as in claim 1, wherein said error  
resolution determines if the commercial has played within a  
specified interval of the specified time and allowing  
payment if so.

3. A method as in claim 1, wherein said security  
comprises information on the advertisement correlated with  
the advertisement.

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